

FCI Pavilion at IITF-2025 Wins Bronze Medal; Attracts Strong Public Footfall and Showcases India's Modern Foodgrain Management

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The Food Corporation of India (FCI) Pavilion at the India International Trade Fair (IITF)-2025 has been awarded the **Bronze Medal in the PSUs Category**, recognising its excellence in display, public engagement and communication on India's evolving foodgrain management architecture. Dr. Ajit Kumar Sinha, Executive Director (North Zone), FCI, and Smt. K. P. Asha, General Manager, FCI Delhi Region, have received the Award & Certificate from ITPO authorities in the Award Ceremony of the India International Trade Fair-2025. The Pavilion, set up in Hall No. 6, Bharat Mandapam, witnessed strong public footfall and widespread appreciation throughout the Fair held from 14–27 November 2025.

Showcasing India's Modern, Transparent Foodgrain Ecosystem

Designed under the themes “किसानों का सम्मान, भारतीय खाद्य निगम का अभिमान” and “एक भारत, श्रेष्ठ भारत”, the Pavilion presented India's transformation from traditional storage methods to modern scientific systems, including:

- Technologically advanced SILOs
- Digital monitoring and real-time tracking
- Quality-driven stock rotation and scientific handling
- Strengthened hygiene and warehousing standards

The Pavilion illustrated FCI's expanding role in ensuring national foodgrain sufficiency, efficient supply chain management and a citizen-centric food security architecture, aligned with the vision of Viksit Bharat @ 2047, truly reflecting its service spirit of “खेत से निवाले तक”.



The FCI Pavilion received visit of the Hon'ble Union Minister of Consumer Affairs, Food & Public Distribution and New & Renewable Energy, Shri Pralhad Joshi, on 18th November 2025, accompanied by Shri Sanjeev Chopra, Secretary (Food) and Senior Officers of the Food Ministry and FCI. The Hon'ble Minister commended FCI for stabilizing market availability and prices of essential commodities (Wheat/Rice), while recognizing the Corporation's sustained efforts in modernization, digital monitoring, warehousing improvements and citizen-centric service delivery.

Subsequently, on 23rd November 2025, the Pavilion was visited by Hon'ble Minister of State, Ministry of Consumer Affairs, Food & Public Distribution, Smt. Nimuben Jayantibhai Bambhaniya, who appreciated FCI's initiatives for strengthening national food security, promoting transparency in grain movement and distribution, and effectively implementing schemes such as the Open Market Sale Scheme (Small/Bulk).





High Public Response to Affordable FCI Rice Sale

The FCI Pavilion has witnessed steadily increasing visitor footfall, reflecting the confidence and trust that the public places in FCI's policies, quality management systems and its critical contribution to the Nation's Food Security. Backlit Panels were displayed at the FCI Pavilion, which showed FCI's strict quality protocols, systematic stock rotation, scientific handling and compliance with hygiene standards.

As part of a **special initiative**, retail sale of FCI Rice (Raw/Boiled) sourced from six FCI Regions—Odisha, Chhattisgarh, Telangana, Andhra Pradesh, Punjab and Haryana—made available at affordable prices of ₹28.90 and ₹30.90 per kg—has seen unprecedented response.

Several varieties of rice (boiled/raw), like Kala Champa, Minikit and Pooja of Odisha, Sanalu (Samba Masuri) and Cotton Dora Sanalu of Telangana, & Dhruti, PR-126 and Bondalu of Andhra Pradesh, were made available at the FCI Stall throughout IITF-2025. Until 24 November 2025, approximately 7 metric tonnes (7088 Kgs) of Rice have been sold within 11 days of the IITF-2025, and also, a total Rice Sale of approximately 13 metric tonnes (13,356 Kgs) has been recorded on the conclusion of IITF-2025 on 27.11.2025.

This overwhelming participation reflects the high degree of public confidence in FCI's commitment to quality, affordability and service to the common citizen.



Senior Leadership Reviews Pavilion; Delhi Region Praised for Execution

The Pavilion was reviewed by senior officers from the Ministry and FCI, including:

Shri Ashutosh Agnihotri, IAS, CMD, FCI; Smt. C. Sikha, IAS, Joint Secretary (Policy & Food); Smt. Anita Karn, IFoS, Joint Secretary (Storage); Dr. Ajit Kumar Sinha, ED (North Zone/S&C); and other senior executives.

The Pavilion was executed by FCI Delhi Region under the leadership of Smt. K. P. Asha, General Manager (Region). The team ensured a professionally curated, visitor-friendly and informative experience that received widespread appreciation.



Additionally, the Food Corporation of India, extended its heartfelt thanks to the India Trade Promotion Organisation (ITPO) for organizing IITF-2025. The India International Trade Fair once again served as a distinguished national platform for promoting ‘Made in India’ products—including foodgrains, handloom and handicraft items, and a wide array of grassroots innovations—truly reflecting the Hon’ble Prime Minister’s vision of ‘Vocal for Local’.





Through its presence at the event, the Food Corporation of India reaffirmed its commitment to transparency, efficiency and innovation in foodgrain management, strengthening the nation's food security architecture while continuing to serve the people with its enduring motto: **“Food for All, Life for All.”**

RT/SB/ARC (Source: FCI)

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